



MANGA & ANIME



History of Manga

- “Random or whimsical pictures”
- Developed from woodblock printed books
- Militarism of 1930's
- Post WWII saw rise of Osamu Tezuka
- 1970s movement towards realism
- 1970s rise of anime



Manga vs Comics

- Cheaper paper, much thicker books
- Very affordable magazines with feedback channels – arguably the world's biggest focus group
- Money made through serializing popular comics
- Anyone can be an anime artist
- **Over 1.3 billion manga published every year, ~30% of all books published in Japan**



Genres of Manga/Anime

- Shojo: manga/anime that are made with a female audience in mind.
 - Many deal with romances between young men and women
 - Kare First Love (manga)
 - More and more shojo are made dealing with problems girls can face in daily life, or activities girls are interested in.
 - Shojo Beat magazine





Fushigi Yuugi

おまけ

Genres of Manga/Anime

- Shonen: manga/anime that are made with a male audience in mind.
 - The main characters often go through battles to become stronger
 - Rurouni Kenshin (manga)



Popular Manga/Anime

Naruto

- First published in Shonen Jump (1999)
- Ranked Japan's 17th favorite anime
- Ninja with demon trapped within him





Naruto Ultimate Ninja Storm

DarkRavenHD



Genres of Manga/Anime

- Hentai: pornographic anime/manga.
 - The target audience are adults and deal with many types of sexual situations
 - May feature characters from other anime/manga



Genres of Manga/Anime

- Yaoi: boy-love-boy type of anime/manga
 - Romances between male characters.
 - The term is becoming more widely used than sentai
 - Newtype USA



Genres of Manga/Anime

- Mecha: anime/manga with large robots.
 - The robots are either independent or controlled by humans
 - The main plot usually revolves around the humans in the robot
 - Newtype USA



Genres of Manga/Anime

- Not all manga/anime need to fit into specific categories
 - It can cross over into different genres
 - Fushigi Yuugi (anime – reverse harem, shojo, shonen)



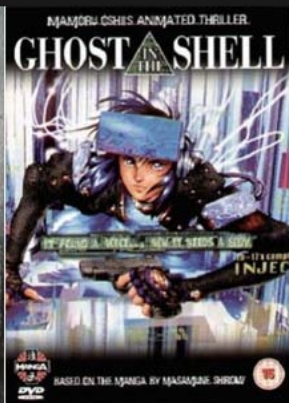
Popular Manga/Anime

Ghost in the Shell

- Manga/Anime/Game
- Ranked Japan's 45th favorite anime
- Inspired *The Matrix*



Ghost in the Shell & Matrix





Ghost in the Shell Intro

A. D. 2030



Popular Manga/Anime

Doraemon

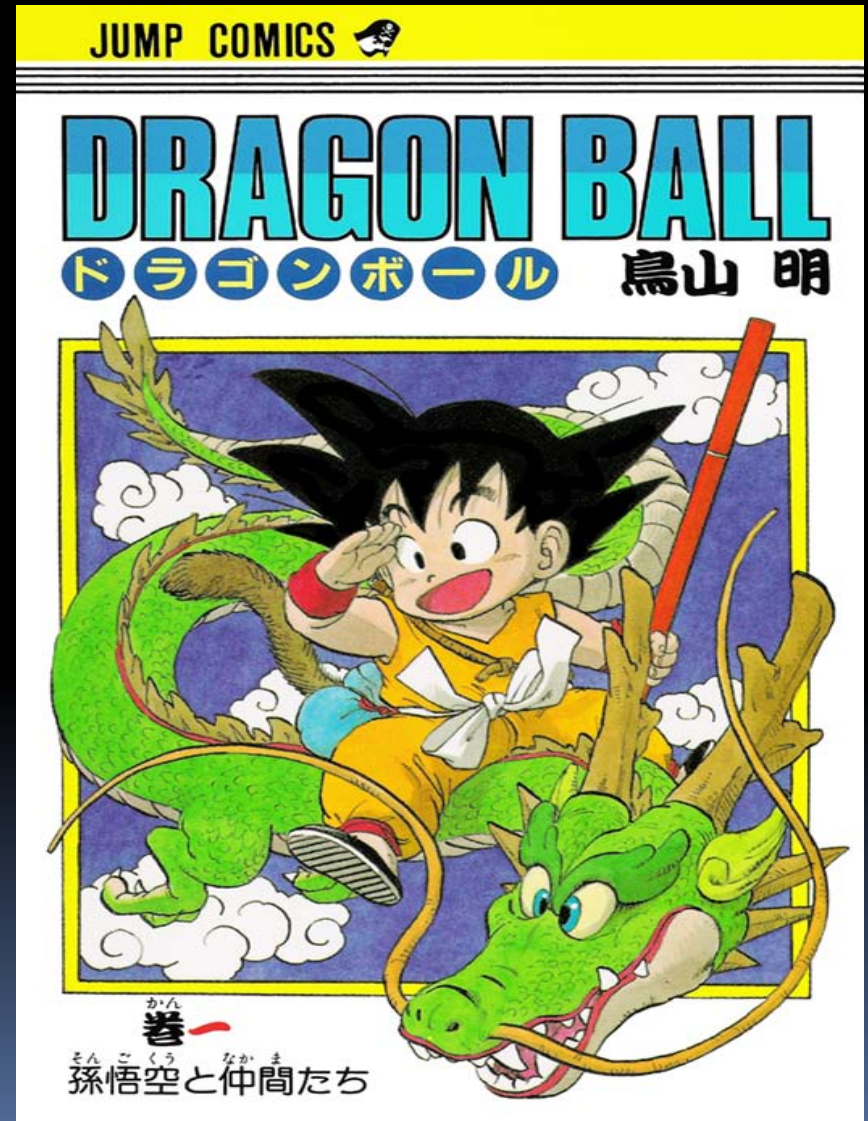
- First appeared on Manga in 1969, Anime in 1973
- Spread throughout Asia
- 31st most popular Anime in Japan
- Robotic cat that travels back in time



Popular Manga/Anime

Dragon Ball

- First appeared in Shonen Jump (1984)
- Manga/Anime/ Games
- 12th most popular
- Monkey-tailed boy who fights many battles



Popular Manga/Anime

Full Metal Alchemist

- Since February 2002
- Manga/Anime/Game
- Most popular Anime in Japan
- 2 brothers in fictional world hoping to become alchemists



Brotherhood - Full Metal Alchemist

FUNIMATION

Popular Manga/Anime

Pokemon

- Started off as computer game (1995)
- 43rd most popular
- 2nd best selling video game franchise ever
- Based on insect collecting
- Anime follows Pokemon

Master Ash





Commercialization of Manga

- Anime can sometimes be based on manga or manga can be based on anime
- Merchandise that stems from anime and manga
- The toys and items are made in the image of the characters
- Contribute to the success of the anime/manga

Commercialization of Manga

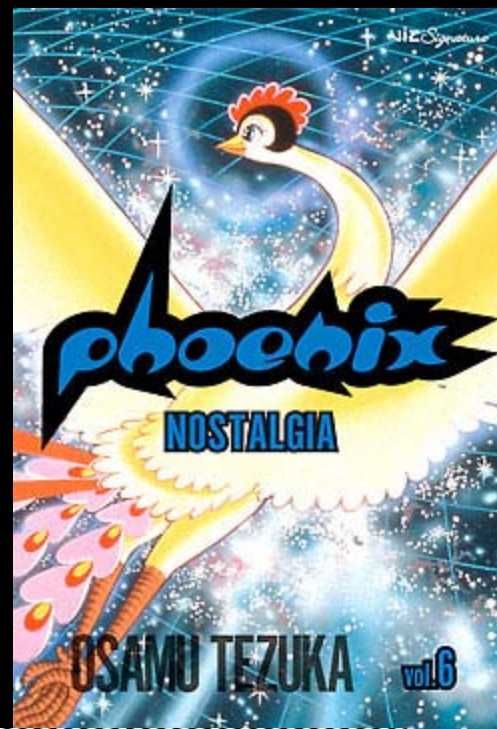
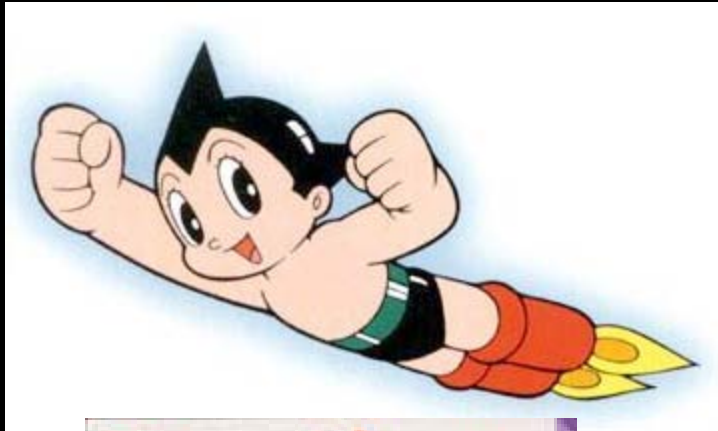
- Plush toys: Inuyasha
- Toys: Hamtaro
- Calendar: Fullmetal Alchemist
- Key chain: Pokemon
- Video games: Pokemon
- Anime from manga: Pokemon and Hellsing
 - Pokemon: marketed in the US to children, in Japan popular among teenagers and adult males, 500 episodes in Japan, countless games

Osamu Tezuka (1928 – 1989)

- “Father of manga”
- 150,000 pages drawn, 400 paperbacks, 500 titles of all works
- Star system
- “Large eyes” style
- Religious slant (Phoenix)



Osamu Tezuka





Osamu Tezuka - Mermaid (1964)

The Simba/Kimba Controversy



The Simba/Kimba Controversy





Exportation of Manga

- Changes in American comics, more emphasis on conveying emotions thru illustrations than thru dialogue.
 - X-Men (1990) vs. X-Men (2007)
- Many non-Japanese artists writing manga-like books and illustrations
 - Manhwa: Korean manga

The Simba/Kimba Controversy

- Disney's *The Lion King* said to have copied Osamu Tezuka's *Kimba the White Lion*.
- Similar coming-of-age plot
- Matching characters
- Very similar visuals
- Disney never admit *Lion King* was based on *Kimba*; no further action taken